

AMENDMENT TO THE SPECIFICATION

Please replace the paragraph beginning at page 1, line 33, with the following rewritten paragraph:

In order to perform accurate positioning using a wireless LAN, three or more wireless LAN base stations need to be seen by a positioning target terminal. However, in the wireless LAN, where base stations are not installed under the design of providers unlike the case of a cellular system but are often installed at irresponsible non-responsive or randomly selected locations, there is no guarantee that the positioning target terminal can see three or more base stations. In a positioning system using a weak radio wave, such as a Bluetooth or RFID system, it is possible to achieve pinpoint positioning while it is necessary to install a large number of communication modules conforming to Bluetooth or RFID to walls and a ceiling, increasing installation cost.

Please replace the paragraph beginning at page 8, line 31, with the following rewritten paragraph:

Preferably, in the positioning system according to the present invention, the positioning system determines, based on the type of the requested terminal position information, whether to identify the position of the terminal using the unique information or using the second positioning system. Preferably the positioning system displays acquired terminal position information. Preferably the positioning system ~~switches a display method of position information depending on the accuracy of acquired terminal position information~~ reacquires terminal position information depending on the accuracy of acquired terminal position information.

Please replace the paragraph beginning at page 14, line 11, with the following rewritten paragraph:

Preferably, in the program according to the present invention, the display means ~~switches a display method of position information depending on the accuracy of acquired terminal position information~~ reacquires terminal position information depending on the accuracy of

acquired terminal position information. Preferably the display means stores attribute information concerning the terminal and displays the position information of the terminal corresponding to specified attribute information. Preferably the display means displays the terminal position information corresponding to a specified display condition.

Please replace the paragraph beginning at page 20, line 1, with the following rewritten paragraph:

Preferably, in the positioning system according to the present invention, the transmission unit is installed to a fixing body, for example, a ceiling or the like such that the direction in which the transmission power of the transmission unit becomes maximum is downward. Preferably a receiver of the unique information that the terminal has is attached to a moving body such that the direction in which the reception gain of the receiver becomes maximum is upward. Preferably the transmission unit is installed to a fixing body, for example, a column or the like such that the direction in which the transmission power of the transmission unit becomes maximum is horizontal. Preferably the receiver is attached to a moving body such that the direction in which the reception gain of the receiver becomes maximum is horizontal. Preferably two receivers are attached to a moving body. ~~Preferably the two receivers are attached to a moving body such that the directions in which the reception gains of the receivers become maximum are right and left, respectively. Preferably two receivers are attached to two different moving bodies such that the directions in which the reception gains of the receivers become the maximum are right and left, respectively.~~ Preferably the positioning system determines entering/leaving of the moving body into/from a specified zone based on unique information that the receiver receives. Preferably the positioning system determines the direction of the moving body based on the unique information that the receiver receives.

Please replace the paragraph beginning at page 43, line 27, with the following rewritten paragraph:

FIG. 10 is a time chart showing signal exchanged between devices in the present embodiment. Although a plurality of illumination devices, light signal detection units, terminals,

and base stations are actually provided in this embodiment, the following description will be given using the illumination device 103, light signal detection unit 104, terminal 101 [[104]], and base station 102.

Please replace the paragraph beginning at page 46, line 10, with the following rewritten paragraph:

The positioning server 109 that has received the unique information from the terminal 101 as a replay reply converts the notified unique information into position information such as a number of the room at which the illumination device 103 is installed (step 1012). Then the positioning server 109 transmits the position information to the application server 110 as a replay reply (step 1013).